

School Breakfast Program: Elements of a Good Message



Parental Responsibility

Make SBP participation compatible with the ideal of good parenting.

Invite parents to join students for breakfast!

Food Quality

Parents want to know food served is healthy and fresh.

Provide menus and nutrition education messages!

Cost and Timing

Parents who think SBP is too expensive or don't know when it's served won't participate.

Give time to eat and make it clear!

Importance of a Good Breakfast

Parents already know breakfast is important for their child's academic and sports performance.

Focus messages elsewhere!

Socialization and Friends

Students who like to eat breakfast at school with friends participate more.

Focus messages on the student!